

# Taking The First Step:

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UNSTICKING YOUR "I'M STUCK" STORY



*Claudia*

LE FEUVRE

THE SHAPESHIFTER

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***“When women support each other, incredible things happen.”***

Thank you to the wonderful women I support and to the many women who support me. I would especially like to thank the awe-inspiring *Kath Temple, Celia Garcia, Polly Lavarello and Andrea Kilbride.*

*“We all have a Wonder Woman inside us.”*

*Diane Von Furstenberg*

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# Welcome

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*Are you fed up with ongoing battles with your weight and food?  
Do you want to make this year the year you become stronger than  
your strongest excuse?*

***Don't let another month slip by.***

*Welcome to the start of my 15 Steps To Freedom!* I'm thrilled to take this first step with you: Unsticking Your "I'm Stuck" Story. This eBook will guide you on your journey and enable you to see yourself in a new light. It will also give you a flavour of my unique nutritional and psychological approach to transforming your weight and relationship with food and body. Maybe you feel like you've tried everything and maybe you've lost hope? There is a new path here for you. It is one that unlocks body acceptance and delves into your underlying nutritional and biological imbalances, getting to the crux of your weight gain and tackling those limiting beliefs head on. My approach is not a snap-of-the-fingers quick-fix. Instead, it is a journey into the root cause of what has been going on for you, so that as you drop dress sizes you gain new strategies to maintain and embody the new you.

Over the last 12 years I have been privileged to work with hundreds of women and listen to their stories and their struggles around weight, body image and food. I have helped them prepare mentally and become ready to embrace nourishment, often after years of feeling restricted and deprived around food. With the focus on tuning in and addressing their body's needs, I have supported these women as they drop a dress size in six weeks. Using cutting edge psychological techniques, we work together in creating safety and security at this new size. There is no need for rebound with this approach. A new inner confidence emerges as a truce is finally declared with food and body, freeing the body to continue on its journey of transformation.

This eBook concentrates on the first step of my 15 Steps To Freedom. It is a powerful first step because it will provide you with insights and learnings about your own story. Maybe for the first time you will see patterns emerge, or perhaps you will recognise yourself in the themes that affect so many of the women I see.

*I hope very much it will inspire you on your journey...*

# Let's Begin

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*We will start by taking stock of how you got to where you are, your struggles, your highs and lows.*

***Are you ready?***

So I will begin by asking you questions. As the answers pour out, you may want to write them down, record them onto a voice memo, or simply take time to mull them over in your head.

In the second part, I'm going to share some of the themes, the invisible threads that link the stories of the incredible women I work with. As you read through, try to identify which threads apply to you. Recognise that you are not alone. What might feel like a private inner-conflict is actually a collective issue, a shared experience. These threads weave the tapestry of our culture and our society – and there are many, many women experiencing similar feelings to you. Understanding this can begin to ease your burden.

Finally, I'll share all the ways we can continue together on your own personal journey – from connecting on social media to completing...

*...The 15 Steps.*

# Your Story

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*Imagine that perhaps, for the first time, you feel truly heard,  
understood and accepted.*

***Feel the relief wash over you.***



Allocate yourself at least 2 hours of quality me-time: send the kids on a play date, plump up the cushions, put on relaxing music, light a candle, switch off your phone, and make yourself a lovely cup of tea.

Are you sitting comfortably? Take a deep breath. Notice where emotions rise up as you answer the following questions. If it becomes intense, take a break and go for a walk. These questions don't need to be answered all in one go. Maybe you want to mull some of them over for a few days.

As you begin, notice how you start to see your journey in a new light. Imagine you are talking to the kindest version of yourself and, if she isn't available right now, imagine you are talking to me. Imagine that perhaps, for the first time, you feel truly heard, understood and accepted. Feel the relief wash over you.

*"Know from whence you came. If you know whence you came, there are absolutely no limitations to where you can go."*

*James Baldwin*

### ***Let's begin with weight***

- Are you focused on reaching a particular number on the scale?
- When was the last time you weighed this number?
- What was going on in your life at the time? Were you happy?
- How often do you weigh yourself?

What ritual do you have around weighing yourself? What emotions do you put yourself through as you step on and off the scales?

***Imagine how it would feel to be free from the weighing scales: to literally give them away, to let go of numbers and instead measure success by how great you feel in your clothes.***

## ***Your dieting story***

- How would you describe your relationship with food?
- How many years have you dieted?
- What proportion of your life is that?
- Are you ready to break this pattern once and for all?
- When did you first feel uncomfortable in your body?
- When did you go on your first diet?
- How do you feel now when you see photos of yourself at the age you started your first diet? If you could talk to yourself at that age, what would you say?
- Tell me your dieting story, diet by diet.
- Which diets 'worked'?
- Did they really work or did the weight come back afterwards?

## ***Your highs and lows***

- When did you feel at your very best? How did you feel about your body?
- What about your lows? What happened? How did you recover?

## ***Triggers, excuses and your inner-critic***

- What are your triggers? Historically, what has derailed your best intentions? (For example, it could be stress, arguments etc, or it could be when things seem to be going 'too' well) Can you see any patterns?
- Write down your top 3 excuses or justifications. Can you think of ways to outwit them?
- What are your biggest criticisms you say to yourself? Think over those brutal judgments and ask yourself if you truly believe and know them to be true. Deep down you know they are only 3/4 out of 10 (if that!) and you have been giving that whirring brain too much attention.
- What advice can the kindest version of yourself give you?

***And finally...***

- Is there anything I haven't asked that you feel is important to mention?
- Can you think of any advantages to not losing weight?
- What would it cost you not to transform your health, weight and body image?
- Are you ready to start your new beginning? If not now, when?

# Six Invisible Threads

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*Let's unstick a little more. I'm going to share six invisible threads that weave through the journeys of so many women's relationships with food and their bodies.*

***I very much hope this gives you more insight into yours.***



## THE PRESSURE OF PERFECTION

Would your friends describe you as a perfectionist? So many of the women I work with are high-achievers with clear cut ideas of exactly what they want: what number they should be on the scale, how they should look in their clothes, how many calories they must eat. The list goes on... With all these 'shoulds' and 'musts' comes pressure. And with this pressure comes a harsh inner-critic and self-judgment. I can spot a perfectionist a mile off! She is the one who has a couple of biscuits (not on plan!) and then says, "Oh well, I've broken the plan now. I might as well finish the packet!" Or she'll say, "Oh I've blown it now! I'll start again on Monday!" (it might only be Thursday.) The more pressure we put on ourselves, the more counterproductive it is. We are more likely to snap back like an elastic band. *Bruce Lee* sums it up beautifully:

*"The stiffest tree is most easily cracked, while the willow or bamboo survives by bending in the wind."*

Know that if you allow it in, this quest for perfection will never be over. It can become an addiction. There is no letting up, even when you have attained the 'perfect body'. I see these 'perfect' women dieting harder than those who want to lose weight. It seems to me that the pressure of maintaining perfection might be more intense than attaining it.

***Perfectionism stops us accepting who we are.***

While being a perfectionist might be part of your makeup, you can certainly choose which areas of your life to channel it into. I'm a perfectionist (it takes one to know one!) However, channeling my perfectionism into food is dangerous territory. So I channel it into my work. I teach clients to ease up on their relationship with food and distill the tension. We tune in to the inner-critic. We become less 'judgy' and change the language of how we speak to ourselves.

**Action: Notice your thoughts.**

*Become aware of the tone of voice and language your inner critic uses. Replace the 'shoulds' and 'musts' with 'what if...?' Give yourself permission to release your pressure valve. If you blow your plan, get back on track for the next meal. Think back to when you lost weight in the past. Did your quest for perfectionism ease up? Repeat this mantra: "I love and accept my perfectly imperfect body."*

**2**

**THE POWER OF PROTECTION**

Think back to your triggers. So often, a bad day at work, an argument, a near miss, or any stress and anxiety will derail an eating plan. Instead of beating yourself up, try to see it as an ingenious coping strategy. When you have a full belly, the blood is redirected from your brain to your digestive system. This calms. Your brain is no longer in overdrive. When you realise this, it may stop you reaching for the biscuit jar after a difficult day.

Do you remember I asked you if there were any advantages to not losing weight? Sometimes there is a conscious or subconscious advantage to staying stuck (or keep springing back). In the field of psychology, this is known as secondary gain. Perhaps we feel safer and protected exactly where we are. It is known territory and is familiar to the subconscious. Perhaps your weight forms part of your identity, who you think you are. This is one of the reasons I like you to let go of weighing scales. You are not defined by your weight. As you lose weight make sure you don't continue to be defined by it, as 'the woman who lost 20kg'. In my sessions I use an amazing technique called PSYCH-K to understand underlying limiting beliefs and install empowering beliefs.

**Action: See disrupted eating as an intervention by your body.**

*Your subconscious is trying to protect you. While this may feel like it is using a sledgehammer to crack a nut, the key is to bring in other coping strategies to relieve stress and anxiety. Lightening up internally and externally is an important part of The 15 Steps. When you release the internal weight of anxiety, stress, self-doubt, limiting thought patterns and beliefs, weight drops off externally.*

### 3

## **THE CULTURE OF COLLUSION**

Jim Rohn is famously quoted for saying we become like the five people we spend the most time with (let's call them the Big Five). Our partner, family, friends and colleagues can certainly influence our thoughts, behaviour and self-esteem. Who are your Big Five? Are they supporting or sabotaging your health and weight loss? Transforming your health and diet can send ripples through the status quo of your Big Five. This could pan out in a number of ways and can play on your subconscious as another disadvantage to weight loss. Perhaps when you lost weight in the past, you experienced jealousy from a close friend, insecurity from a partner, or you were no longer 'one of the lads' with your male colleagues. Or maybe the 'go on, have a cupcake/drink' is not so much about you. Rather, your Big Five rely on you to validate their behaviour, making it okay for them to have that next drink or cupcake. This culture of collusion can keep you stuck exactly where you are in your own story.

**Action: So how can you begin to unstick yourself while keeping the status quo?**

*My advice is focus on health. If your friends ask about your transformation, explain how your joint pain/ IBS/ fatigue etc have improved and any weight loss is a happy side-effect. People will feel less resentful or threatened by your improved health than weight loss. As your self-confidence grows, there may be natural shifts in the dynamics of your Big Five and you will be ready and able to deal with them.*

**4**

**THE NEGLECT OF NOURISHMENT**

'Diet' is a terrible word. For a start, it has 'die' in it! It can certainly feel like that if you are coming from a place of deprivation and restriction. I meet so many people who decide they must lose weight and clearly the most obvious way to them is to drastically reduce how much they are eating. What they don't realise is that this is a flawed strategy. Allowing yourself to go hungry will cause you to swing towards overindulgence as the hunger builds. When going out for a big dinner at night, many women won't eat during the day to 'save up' their calories. However, because they are so hungry, they will end up eating many more calories compared to others who have eaten balanced meals throughout the day.

Do you scan your plate for calories or fat? Years of dieting can create mistrust around food, causing a fear of calories, fat and sugar. Perhaps you have an encyclopedic knowledge of calorie content or the grams of fat in various foods. The field of nutrition has become a science and boils down to numbers: nutrient amounts, calories, grams, points, ratios, weight in kilos or stone. We can become so caught up in these numbers that it changes how we see food and we lose sight of its main purpose, which



is to nourish us and keep our bodies healthy. We look for scientific proof and lose confidence in trusting our intuition and sense of what nourishes our bodies.

**Action: Don't allow yourself to go hungry.**

*Eat regularly. See your food in a new light. Seek out the nourishment. How is this food going to support your body? For example, maybe you have some salmon or other oily fish. The good oils will support your hormone balance, brain function, skin and metabolism. Many of my clients are surprised to be eating more than before, yet losing weight.*

## 5 THE FASTING OF THE FEMININE

Are you expressing all of who you are? We live in a left-brain world where so much of our working lives is taken up with numbers, facts, and conforming. I find this section hard to write because I am not always in my creative, feminine right brain. When I'm stressed I can become quite matter-of-fact and go into my left brain. I have noticed with myself and clients that we can be 'whole-brained' about certain aspects of our lives and 'uni-brained' about others. Knowing this can give you insights into your relationship with food.

I talked about how the field of nutrition is dominated by facts and numbers. When our relationship with food is defined by calories, grams, points and subsequent weight on the scales we are in our left brain. In this hemisphere it is easy to lose a sense of pleasure and nourishment with food. 'Fasting the feminine' and depriving ourselves of pleasure is a short-term strategy as restriction doesn't feel good. In fact, it can back-fire. You may find yourself springing back, like an elastic band, into a binge.

So often I meet clients who had dreams of being a writer, an artist, a chef or a musician but never got round to it. For one reason or another life got in the way. Allowing ourselves the time to express ourselves in a creative way and to release emotions which are associated with femininity can completely change the nature of our relationship with food.

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*“They asked her, ‘How did you free yourself?’  
She answered, ‘By embracing my own power.’”*

*Yung Pueblo*

**Action: Look up Brain Gym and the Cross-Crawl exercise to synchronize the two brain hemispheres.**

*Before you begin, think about your relationship with food. Where are you at right now? As you march on the spot, alternately touching each hand to the opposite knee, look to the top, far left for 10 marches and then look to the top, far right for another 10. When you have finished, think again about your relationship with food. Ask yourself how you could introduce more creativity and femininity in your life.*

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## **THE BABBLE OF THE BRAIN**

I appreciate this might sound strange, so bear with me! When we feel pain or simply don't like our body, it can be a natural coping strategy to tune out and switch off from it. We stop listening to our body's whisperings, drowning them out with our overactive brains babbling away. While

this may 'work' in the short term, the whisperings don't like to be ignored for long and out comes the loudspeaker. Health concerns can escalate if we don't address them early on. We can become disconnected from our appetite, no longer trusting our body's signals. Food becomes an emotional response instead of a physical one.

*"We need to be in the driving seat to take our car where we want to go."*

*Marc David, founder of the Institute for the Psychology of Eating.*

Becoming 'embodied', literally tuning back into our bodies, is an important health and long-term weight loss strategy. There are many ways to achieve this and, in The 15 Steps, I work with women to handpick the strategies that are going to have the best results.

***Action: One of my favourite 'assignments' is to send clients off for a massage or facial where they must stay present.***

*Every time their mind drifts off to work or kids or anything else, they are encouraged to bring it back to the massage. Sometimes I record embodiment meditations for clients. Other times I discover that my client used to love dancing as a child and might be willing to try a new class or begin yoga practice. My secret embodiment tool is nutrition. Under the guise of understanding which foods are working for your body and which ones are working against, I help clients move out of their heads and into their bodies.*

# Next Steps

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*I very much hope this eBook has struck a chord with you and you have experienced an 'un-sticking' in your story. Seeing your story in a new light and becoming aware of invisible threads can create a big shift in itself. This is just the first of 15 Steps.*

***The next step is all about achieving clarity and defining what you want.***



## THE SHAPESHIFTER

### THE 15 STEPS TO FREEDOM

- 1 *Unsticking Your 'I'm Stuck' Story*
- 2 *Clarity - Defining What You Want*
- 3 *The Where are You Now? Shifting Perspectives With The Magical Mirror*
- 4 *Nourish and Flourish – Your Own Nutritional And Biological Profile*
- 5 *Undoing The Demons – Getting You Out Of Self-Sabotage*
- 6 *Choices – The Sliding Doors*
- 7 *Blowing Out Food Addictions*
- 8 *Recoding The Inner Conflict – Making Peace Within*
- 9 *Installing The Templates For Change*
- 10 *Redefining The Story Of You*
- 11 *Activating The Timeline Strategy*
- 12 *Your Personal Mastermind Committee*
- 13 *The New Commitments*
- 14 *Step Into Your Best Self*
- 15 *The Circle Of Power And Control*

*Claudia*

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# What People Say About Working With Me

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*"The 15 Steps to Freedom program was a surreal, moving, deep, connected and enlightening experience. The tools and techniques Claudia uses are incredibly powerful and as a result some wonderful insights arose. Highly recommend this for those looking to go deeper within themselves and move past old limiting beliefs which are holding them back. 10/10!"* **Karen**

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*"Be prepared for a whirlwind of emotions to be unleashed, to venture on a fabulous journey that will turn everything you have ever known, ever felt and ever believed in upside down! For years I would stare at my body in the mirror, hating how I looked and did not think a programme for a few weeks would be able to change that. My beliefs about my self image have been ingrained in me for countless years. How was all that to change in just a few weeks? Well, I am delighted to say I was totally wrong! I have not only transformed my way of life but the way I feel about myself, the way I treat myself and, most importantly, the way I feel towards food. I am no longer the binge-eating, 'weigh myself everyday for punishment' girl that I had been for the last 20 years. I am a beautiful, confident woman with friends and family who love me. I am proud to be me!"* **Natalie**

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*"Amazing, energised, refreshed, determined, strong and powerful and ready for anything are just some of the feelings I took away with me after my Breakthrough Session with Claudia. Since our session I am enjoying cooking and experimenting and eating healthily. Claudia has helped me in a life-changing way."* **Sabina**

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*"Before, my body was simply a vehicle to get me around from A to B. It had become flabby, uncomfortable and was beginning to groan and creak at the joints. Six weeks on, my body and I are in tune. I have learnt how to nourish my body correctly, what it needs to flourish and make me feel really good.... amazing, in fact! My skin is clear and glowing, my hair and nails are stronger, my eczema has vanished and I'm firing on all cylinders. Oh, and a happy side effect of all this is dropping a whole dress size and generally feeling fabulous in my body. Claudia's programme really does work, and is not a faddy diet, it's a new way of living."* **Tracey**

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*"Life feels better! Thank you Claudia."* **Sara**

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*"Signing up was the best decision I have made in over 30 years. Thank you so much..."* **Sarah**

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*"I have never felt healthier and happier and feel very energetic... It has changed my life!"* **Cathy**

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*"Claudia has transformed my relationship with eating. Not only is she incredibly knowledgeable, but her positive and open demeanour has really helped me understand that I don't need to punish myself with diets. She has changed the way I see healthy eating, my mind and body."* **Polly**

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*"Claudia taught me much more about my relationship with food and instilled good eating habits in myself and my family that will last a lifetime. I have lost weight steadily and my whole body has changed shape. My skin and hair and general health is better. I don't feel like I've dieted, just made changes to what and how I eat. I want to give a big THANK YOU to Claudia for all her support and endless enthusiasm and encouragement and would advise anyone to see her."* **Julie**

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# Start Your New Beginning Now...

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*I would love to continue to support you on your journey of transformation!*

**Sign up for The 15 Steps**

## **PLATINUM PROGRAMME**

A bespoke, tailored programme with one-to-one support throughout the six weeks.

- A 4-hour one-to-one 15 Steps Breakthrough Session (in person)
- Weekly 1-hour sessions over 6 weeks (in person or via Skype)
- Weekly videos and personalized audio recordings
- WhatsApp support between sessions
- Six-week nutritional programme which also explores underlying biological reasons for weight gain including: blood sugar balance, digestive issues and food intolerances, adrenals, thyroid, female hormones and inflammation

**Your investment is £1,497**



## **GOLD PROGRAMME**

A bespoke one-to-one 4-hour session to transform your 15 Step journey. After the session you will join a group and benefit from a shared experience for six weeks. At the end of the programme we will meet for a 1-hour one-to-one session to embed your new dress size and pave the way for you to continue your transformation.

- A 4-hour one-to-one 15 Steps Breakthrough Session (in person)
- A group experience joining Step 4 (Nourish And Flourish), the nutritional programme which also explores underlying biological reasons for weight gain including: blood sugar balance, digestive issues and food intolerances, adrenals, thyroid, female hormones and inflammation
- Weekly 1-hour group session over 6 weeks (phone/video calls)
- Weekly videos
- Facebook support between sessions within a private group
- A 1-hour one-to-one session at the end of the 6 weeks

**Your investment is £947**

Email [claudia@theshapeshifter.co](mailto:claudia@theshapeshifter.co) or call +44 7855 313 229

**TO SIGN UP FOR THE PLATINUM OR GOLD PROGRAMMES**

## **SILVER PROGRAMME**

A shared online experience, this programme is Step 4 of The 15 Steps: a nutritional programme which also explores underlying biological reasons for weight gain including: blood sugar balance, digestive issues and food intolerances, adrenals, thyroid, female hormones and inflammation.

- A 30-minute one-to-one Skype call to discuss your medical history
- Weekly videos and handouts
- 6 x 45min weekly group phone/video calls
- A private Facebook group for support

**Your investment is: £425**

You can sign up online for this programme at:

<http://happyinbody.com/light-in-body/>

Programmes begin on the 1st of every month.

*"Truly the greatest gift you can give yourself is that of your own self-transformation."*

*Lao Tzu*

# Stay Connected

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ASK ME YOUR QUESTIONS ON FACEBOOK LIVE  
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Claudia le Feuvre is an international Nutritional Therapist and Eating Psychology Coach with over 10 years' experience. Known as 'The ShapeShifter', Claudia's passion and groundbreaking techniques are helping women transform their relationship with food and body.

Claudia has developed a unique nutritional and cutting-edge psychological approach using powerful techniques and strategies to help women lose weight, strengthen their confidence and minds, and be free from unwanted eating patterns such as binge eating, overeating and yo-yo dieting. She runs clinics in London, Gibraltar and Spain.

Claudia has featured extensively in the UK press such as Closer, Fabulous, Women's Health, Women's Fitness and the Daily Mail Online. She also blogs for The Huffington Post.

Claudia graduated from the British College of Nutrition & Health (BCNH) with Distinction in 2006. She studied Eating Psychology in the USA with the Institute for the Psychology of Eating and has also studied with the Institute of Functional Medicine. She is a qualified NLP practitioner and PSYCH-K Facilitator.

*"After my daughter was born, my shape didn't automatically 'bounce back'. To my surprise, when she was 3 months old I discovered I was pregnant for a second time! It was not an easy pregnancy, with enforced bed rest, and the weight piled on. When my son was born, I couldn't recognise my body. My confidence plummeted and I lost my way with my relationship with food. I recognise many of the emotions my clients come to me with. My own experience has helped me become even more passionate about helping women reclaim their body confidence."*



*Claudia*

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